



1-Read carefully the following article then  
complete the next activity



## The biggest shopping event of the year

It's that time of the year again: with Halloween behind us and the holidays ahead, businesses are bombarding our mailboxes with promotional emails, and our social media feeds are filled with one thing—Black Friday.

The biggest shopping event of the year is happening on Friday 24th November, closely followed by another: Cyber Monday. As usual, we've been prompted for a good few weeks already to get the early deals and prepare for the hefty discounts. And this year, despite the inflation, "holiday shoppers are expected to spend more," reports CNBC.

But this unconscious shopping frenzy cannot be good for the planet, people, and animals, and more and more people are starting to question and boycott shopping events like Black Friday and Cyber Monday.

Even when big brands and organisations put a "sustainable" spin on Black Friday, pushing "eco-friendly" deals, something feels off. There's an increasing amount of greenwashing around these sales, and the overconsumption encouraged during this time can never truly be sustainable.

The fashion industry, and especially fast fashion, is already polluting and exploitative as it is. Black Friday makes it even worse, as more and more people are prompted to spend their hard-earned dollars on those juicy deals.

Black Friday doesn't just impact the planet we live on. It also affects all of us, starting with the workers who produce the goods we're buying, because production at a large scale often comes with outsourcing labour to nations where brands get away with paying pennies, depriving workers of access to a living wage and safe working conditions, and trapping them in an inhumane cycle of poverty.



### 2- Based in the text, answer the following questions.

1-How does the text describe the impact of Black Friday on the environment?

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2-How do big brands attempt to present a "sustainable" image during Black Friday?

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3-In what ways does Black Friday affect not only the planet but also the workers involved in the production of goods? Provide examples from the text to support your answer.

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4-Despite the challenges raised in the text, the anticipation and participation in Black Friday seem to persist. Why do you think this is the case, and what factors contribute to the continuation of this shopping frenzy?

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5-The text mentions the term "greenwashing" in relation to Black Friday promotions. Can you explain what greenwashing is, and how it is exemplified in the context of Black Friday, as mentioned in the text?

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